

# Social Media for Job Search

## How to Build Your All-Star LinkedIn Profile

Networking is more important than ever before. Did you know that over 80% of jobs are never advertised? That means most jobs can be found through social media and networking. Having a LinkedIn account has become an essential tool for finding jobs and connecting with organizations and their recruiters.

If you do not already have an account, going from beginner to all-star is easy. The following steps will help you to complete your profile.

- ❶ Have a professional looking headshot ready to upload. As a job seeker, recruiters would like to see your job winning smile.
- ❷ Add your current job and location. This will help other LinkedIn users know what industry you are working in.
- ❸ Customize your URL. (Example: [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)) This is a great way for anyone to find your LinkedIn profile.
- ❹ Write a summary about yourself. Use keywords and descriptions that stand out and expand on the skills you have to offer.
- ❺ Describe your work experience. Like in the summary section, infuse keywords to describe the skills used in your industry. It is a good idea to bullet some of them for easy scannability by recruiters.
- ❻ Add 5 more relevant skills to your profile in the skills section. It helps others to understand your strengths. When your skills are endorsed, it increases the likelihood of you being discovered for opportunities.
- ❼ List your education, licenses, relevant certifications and any volunteer experience.
- ❽ Connect with 50 or more contacts. If you are new to LinkedIn or fresh out of school, search LinkedIn for co-workers, friends, teachers, or professors who know you and are likely to endorse your skills and character.
- ❾ Turn ON *"Show recruiters you're open to job opportunities."* This feature has various options like: Job titles and location, Job types (full-time vs. part-time), and visibility to recruiters or everyone.